



TENNESSEE DEPARTMENT OF
EDUCATION
 DIVISION OF CAREER AND TECHNICAL EDUCATION

Travel and Tourism Operations
Revised/Renamed Course Standards Crosswalk

Travel & Tourism Standard Content	Revised Courses	Standard Content	Standards
Career Paths Standard 1	<i>Hospitality & Tourism Exploration</i> <i>Hospitality & Tourism Exploration</i> <i>Hospitality Management</i>	Careers in Hospitality & Tourism Management Hospitality Industry Segments Hospitality Management Structure & Roles	Standards 12, 13 Standard 4 Standards 1, 2, 3, 4
Components of Industry Standard 2	<i>Hospitality & Tourism Exploration</i>	Hospitality Industry Segments	Standards 4, 5, 6, 7, 8
Economic Impact Standard 3	<i>Hospitality & Tourism Exploration</i> <i>Hospitality & Tourism Exploration</i> <i>Hospitality Marketing</i>	Foundation of the Industry Business Concepts and Operations Economic Awareness in Hospitality	Standard 3 Standard 9 Standards 1, 2, 3, 4
Marketing Strategies Standard 4	<i>Hospitality Marketing</i> <i>Hospitality Marketing</i> <i>Hospitality Marketing</i>	The Role of Marketing Marketing Plan Promotional Concepts	Standards 5, 6, 7, 8, 9, 10 Standards 11, 12 Standards 13, 14, 15, 16
Destination in Travel & Tourism Standard 5	<i>Hospitality Marketing</i>	Business Concepts and Operations	Standard 10
Human Relations & Communications Standard 6	<i>Hospitality & Tourism Exploration</i> <i>Hospitality Management</i> <i>Hospitality Management</i>	Understanding Human Relations Human Resources Professional Communications	Standards 14, 15, 16, 17 Standards 5, 6, 7, 8, 9 Standards 13, 14

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Technical, Personal, and Legal Operations Standard 7	<i>Hospitality Management</i> <i>Hospitality Management</i>	Legislation & Governing Laws Ethics	Standards 15, 16, 17, 18, 19 Standards 20, 21
Organization & Leadership Skills Standard 8	**Alignment in all CTE Courses	All CTE courses include alignment to their respective CTSOs. The CTE division in the Tennessee Department of Education will release materials aligning specific DECA and FBLA competitive events with the Tennessee State Standards in Literacy for Technical Subjects. This will give teachers additional tools to help students meet the rigorous standards of the revised courses and CTSO competitive events.	
Academic Integration Standard 9	**Alignments in all CTE Courses.	The revised standards reflect support of general education standards through the instruction of CTE content. Teachers are not expected to teach general education standards; rather they should be able to show the application of these concepts in a contextual way.	
Safety Guidelines & Regulations Standards 10	**Alignment in all CTE Courses	All courses should include safety guidelines and regulations as a part of teaching all aspects of industry. Safety should reflect industry requirements.	
Work-based Learning Standard 11	<i>Work-Based Learning: Career Practicum</i>	Students who participate in WBL activities such as apprenticeships, internships, or cooperative education (co-op) may earn high school credit through Work-Based Learning:	